

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA INTEGRATED-SEMESTER- VII-EXAMINATION- SUMMER-2024

Subject Code: 2577112**Date: 13/05/2024****Subject Name: Integrated Marketing Communications****Time: 02:30 PM TO 5:30 PM****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

- Q.1** (a) Define IMC. Explain the major reasons for the growth of Integrated Marketing Communication. **07**
 (b) What is an “Advertising agency”? Explain the ad agency compensation strategies in detail. **07**
- Q.2** (a) What is MARCOM? Differentiates between communications objectives (COM) and sales objectives (MAR). Explain the difference. **07**
 (b) The FCB Grid developed by “Richard Vaughn” is shown as a continuum based on the hypothesis that over time, consumers shift from rational to emotional thinking and high involvement can decay to relatively low involvement. What are the reasons for this shift? Which product categories have made such shifts? **07**
- OR**
- (b) Write down short note on: ELM model **07**
- Q.3** (a) What is DAGMAR? Explain how marketers might use DAGMAR in establishing objectives. What are some of the problems associated with the use of DAGMAR? **07**
 (b) Explain slice of life advertising and slice of death advertising with two real life examples each. Also discuss Transformational ad in detail with example. **07**
- OR**
- Q.3** (a) “Sales figure is the yardstick to measure success of any IMC programme”. Comment and validate your arguments with appropriate example. **07**
 (b) What is meant by a Unique Selling Proposition (USP)? Also list down three characteristics of USP’s. **07**
- Q.4** (a) Discuss endorsement model in brief. Also explain the risks of using celebrity in advertisement. **07**
 (b) Describe the three methods of promotional scheduling. Give examples of products and/or services that might employ each method. **07**
- OR**
- Q.4** (a) The relationship between the level of fear in a message and acceptance or persuasion is curvilinear. Explain. **07**
 (b) Write down difference between: Public Relation & Publicity **07**
- Q.5** (a) Discuss some of the reasons why some companies decide not to measure the effectiveness their promotional programs. **07**
 (b) What is “Direct Marketing”? Explain various tools for direct marketing. **07**
- OR**
- Q.5** (a) Write down short note on: IMC planning process **07**
 (b) Critics of the percentage-of-sales method of budget setting contend that this method ‘reverses the advertising and sales relationship’ and that it “treats advertising as an expense rather than as an investment”. Explain what these arguments mean and discuss its merits. **07**
